

# The Business Impact of Legendary Customer Experience



Meet...



Cockburn Aquatic and Recreation Center provides high quality aquatic and recreation opportunities for residents of the City of Cockburn, Perth, Australia. The Centre's focus is to create "Outstanding Service People Talk About". This drives their culture and is upheld by all the staff.

...and their **Living CX Legend**



**Michal Callister**

Member and Customer Service  
Coordinator - **Cockburn ARC**

*"We put the customer first and ensure we listen to feedback and make changes where possible to improve the customer experience." Michal, Member and Customer Service Coordinator at Cockburn ARC, said. "Through that, I am able to lead and express my passion for providing great customer service."*

# How Michal and Cockburn ARC Turn Customer Feedback Into Business Impact

Michal oversees several departments in the Centre that have front-facing, customer service staff.

## Evolving a Customer Experience Hack into a Permanent Mindset

Cockburn ARC believes If you don't ask, you don't receive. So they make a point to ask for feedback through their NPS program. They also request referrals and reviews.

### Customer WOW Moment?

"I love hearing feedback from our customers on where our customer service staff have gone above and beyond our expectations to improve the experience for that customer," Michal said. "We hear stories everyday of how our staff has improved someone's life by being there to listen and get them on track to improve their health and fitness."

### ... and AskNicely?

"It helps us measure our achievements, but more importantly [AskNicely] provides us a great place to look for improvements to our services every day."

